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## ENSURING SOCIAL TRUST THROUGH COMMUNITY-LEVEL SOCIAL SERVICES

*In scientific work, the social trust of community residents as a resource for the development of territorial communities through the provision of social services is considered. The basis of the population that is in difficult living conditions was taken as a basis and can not overcome them. The organizational principles of provision of social services in the community are also analyzed in connection with the administrative reform and changes in legislation. The powers of local self-government bodies for the provision of social services in communities are determined. The list of providers of social services of state (municipal) and non-state sector is outlined. The procedure for implementing powers in the provision of social services of the newly created territorial community is determined. The content and implementation of the community powers from the state are revealed. The attention is accented to financing social services and methods for attracting additional funds.*

*Within the empirical survey, a survey was conducted to study the peculiarities of providing social services and develop recommendations for the formation of social trust in communities of the Mykolaiv region. During which gender features of service recipients are investigated, the types of social services provided in communities are analyzed, the categories of persons / families receiving services and established results of work providers of social services. According to the results of the survey, recommendations for the formation of social trust in the community are granted.*

**Key words:** *trust; social trust; social services; territorial community; local self-government; community services; community resources.*

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## ЗАБЕЗПЕЧЕННЯ СОЦІАЛЬНОЇ ДОВІРИ ЧЕРЕЗ НАДАННЯ СОЦІАЛЬНИХ ПОСЛУГ НА РІВНІ ГРОМАДИ

*У роботі розглянуто соціальну довіру жителів громади як ресурс розвитку територіальних громад через надання соціальних послуг. Проаналізовано організаційні засади надання соціальних послуг у громаді у зв'язку з проведеною адміністративною реформою та змінами у законодавстві; визначено повноваження органів місцевого самоврядування щодо надання соціальних послуг у громадах, перелік надавачів соціальних послуг державного (комунального) та недержавного сектору. Визначено порядок реалізації повноважень у сфері надання соціальних послуг новоствореної територіальної громади. Розкрито зміст та реалізацію отриманих повноважень громади від держави. Акцентовано увагу на фінансуванні соціальних послуг та методах залучення додаткових коштів. Наведено результати опитування з метою вивчення особливостей надання соціальних послуг та розробки рекомендацій щодо формування соціальної довіри у громадах.*

**Ключові слова:** *довіра; соціальна довіра; соціальні послуги; територіальна громада; місцеве самоврядування; послуги в громаді; ресурси громади.*

Постановка  
проблеми

Each individual community has certain resources in its territory that can be both material and non-material.

Typically, the material resources are exhaustive and non-independent, it is because of which they are constantly accumulated. Intangible include certain objects, values, spiritual, human, natural benefits. An important intangible resource is social capital, which arises in the community as a result of mutual trust and cooperation between its members [6]. According to scientists, Tkachuk A., Datsishin M. relatively high level of confidence of citizens to local authorities acts as a resource for the development of territorial communities. Trust and readiness of citizens to take initiative are fundamental factors for a successful course of decentralization reform [6].

Аналіз  
останніх  
досліджень  
і публікацій

The general issue of the formation of social confidence is devoted to the works of many scholars, among which F. Fukuyama, N. Luman, B. Intertal, E.

Giddens, A. Bar, V. Geets, E. Golovakha, T. Titarenko, T. Skrypkina, T. Stetsenko, A. Crossnyakov. Most of them focus on historical, economic, political, sociological and psychological origins of confidence. At the same time, out of the attention of modern researchers remain separate aspects of the formation of social trust within the territorial community in view of the provision of social services. Theoretical component of the development of social services in Ukraine was considered by such scientists as K. V. Dubich, Z. I. Zaitseva, A. G. Zinchenko, N. V. Kabachenko, A. J. Kapska, N. V. Komarova, N., Kotelevskaya, K. S. Mishchenko, T. V. Semigina. Therefore, given the lack of relevant studies in domestic science, we consider it necessary to investigate the possibility of providing social trust through the provision of social services at the community level.

For the purpose of developing and ensuring social trust, we will dwell on the main thing, in our opinion,

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the community resource is its inhabitants. The most vulnerable group of community residents who need attention include families, individuals who have been in a state of limited opportunities and without the opportunity to use all their own rights and resources of the community. Such circumstances are severe diseases, disability, slopeless age, homelessness, unemployment, low protection, violence on article and domestic violence, evasion by parents or persons who replace them, from performing their duties, causing damage due to fire, natural disaster, catastrophe, fighting, terrorist act [4]. In order to prevent, overcome or minimize difficult life circumstances (hereinafter referred to as the community, in each territorial community, it is necessary to develop and ensure the provision of social services.

Мета

The purpose of the study is to study organizational principles, an empirical component of providing social services in a community to ensure social trust from community residents who were in difficult life circumstances.

Methodological foundations of scientific work are a set of general scientific research methods. In particular, such scientific methods as an analysis, synthesis, generalization are used to solve their tasks. During the empirical study, a survey method. During administrative reform, local self-government bodies were transferred to provision of basic social services, taking into account the needs of community residents. Under the concept of social services, legislators are defined actions aimed at preventing difficult life circumstances, overcoming such circumstances or minimize their negative consequences for individuals / families who are in them [4]. Consequently, it should be noted that the provision of social services is necessary for all the inhabitants of the community, because their timely provision will contribute to the prevention of the emergence of difficult life circumstances (DLC). Suppose that families who do not belong to any of vulnerable categories may require advising in the education of children, which will contribute to prevention and warning of DLC was used using questionnaires.

Виклад  
основного  
матеріалу

During administrative reform, local self-government bodies were transferred to provision of basic social services, taking into account the needs of community residents. Under the concept of social services, legislators are defined actions aimed at preventing difficult life circumstances, overcoming such circumstances or minimize their negative consequences for individuals / families who are in them [4]. Consequently, it should be noted that the provision of social services is necessary for all the inhabitants of the community, because their timely provision will contribute to the prevention of the emergence of DLC. Suppose that families who do not belong to any of vulnerable categories may require advising in the education of children, which will contribute to prevention and warning of DLC. Persons and families that are vulnerable to accounting as low-income families or those in which one of the family members has a severe disease or in places of imprisonment may require counseling, other types of services to receive support in a timely manner, solve problematic issues, and prevent the emergence of crisis situations. Or a person or family,

as they are in DLC and require comprehensive social support [5]. In this case, it should be emphasized that social services are not a payment of social assistance, subsidy and other administrative services.

Basic social services primarily include such actions as: counseling, informing, social prevention. For persons, families who have fallen in DLC are the use of social support services, emergency (crisis) intervention, social adaptation, social integration and reintegration, natural assistance, representation of interests, mediation (mediation) [4].

Results of work with persons, families that were in difficult life circumstances are providing psychological help, legal assistance, employment facilities, arrangements to educational institutions, organization of improvement or treatment, resolution (improvement) of housing conditions, establishment of the owner Family members with members of the family, community, receipt / recovery of registration at the place of residence, assistance in the design / recovery of documents incl. Appointment of social benefits, humanitarian aid.

In order to organize the provision of social services to individuals (families) in the territorial community, there should be a provider of social services, which may be attributed to both the state (municipal) sector and the non-state sector. The state entities of social services include: Centers of Social Services (CSS), Territorial Social Service Centers (TCSC), Centers of Socio-Psychological Aid (CSPA), Centers for Complex Rehabilitation for Persons with Disabilities, Centers for reintegrating homeless people, centers of social adaptation of dismissed persons and others. The subjects (providers) of the social services of the non-state sector include enterprises, institutions, organizations, public associations, charitable, religious organizations, individuals – entrepreneurs and individuals who provide social services in accordance with the legislation without business activities. Such subjects (providers) may be involved through a social order, public-private partnership, social project competition, social programs, etc. [2].

Thus, a newly created territorial community should ensure the organization and functioning of the sphere of provision of social services in its territory. First of all, the convening of the session in the executive body of the village / settlement / city council is formed by a structural subdivision (CPS, TCSC, CSPA), which ensures the implementation of state policy in the field of social protection of the population, forming local social support programs. The Session is also approved by the Regulations on the newly created structural subdivision, constituent documents and staffing painting [6].

According to the current legislation, local authorities in the field of social services are defined as a carrier of own authority of the community regarding: identifying the needs of the population in social services, identifying vulnerable groups, informing the inhabitants regarding the list and conditions for their provision, maintenance of the Register of providers and recipients of social services on a subordinate territory, implementation Local programs in terms of social services, improving professional competence of employees, ensuring the interaction of providers of social services and other institutions, monitoring, internal assessment of quality of services and ensuring compliance with the rights of service recipients [3].

Consequently, the determination of the needs of the community population is the primary system of social services in the community. Analyzing information on the territory of the community / families belonging to vulnerable groups or are already accounted for in DLC it is possible to assess the effectiveness, efficiency, timeliness and availability of the existing system provision system, to determine the needs for obtaining these services and develop a strategy for improving social services. The collection and analysis of data on the determination of the needs of the community's residents can be attracted directly by providing social services, social manager, association of social services workers or public associations, charitable organizations, experts, sociologists. It is important to determine the responsible person for the implementation of this work and reporting on the results of determining the needs of the community's population in social services, publishing reports on official Internet resources and submission to the local council [6].

With generalized information on community needs in social services, it is important to include these data in developing a community development strategy. The development of social services should be in operational purposes and community strategy tasks. It will also be expedient to develop local targeted development programs for the provision of social services in order to attract funds to the community. Determining the needs of the population will formulate a substantiated problem in the analytical part of the program, to include measures aimed at systematic improvement and financing of the sphere of provision of social services.

One of the key factors in the development of any sphere is funding. The main source of social services financing is a local budget, but the community can facilitate the attraction of funds from other sources, such as charitable contributions, grant programs, contests of local initiatives, humanitarian assistance.

In order to organize the financing of social services, it is expedient to have in its territory as state (municipal) service providers and non-governmental structures. Also, in accordance with the current legislation, social services can be provided both at the expense of budget funds, and with the installation of the board depending on the total income of the recipient of services, or in general at the expense of third parties [2].

In order to improve the quality of provision of social services based on the common interests of the effective implementation by local self-government bodies, the provision of services on a contractual basis (within the framework of territorial communities) is possible in such forms as delegation of tasks with the transfer of relevant resources from the community to the community, implementation of joint projects. Completion of joint events, co-financing of communal institutions in the field of providing social services.

The structural subdivision is formed by a newly created community to monitor the provision of social services and evaluating their quality with subsequent disclosure of the relevant results. The assessment of the quality of social services is carried out in order to verify compliance with approved state quality standards in the form of internal and external assessment.

Thus, in order to achieve provision of social services in each community, there should be a provider of social

services, which may be both state (communal) and non-state (public sector). The powers of the community include determining the needs of its inhabitants in providing services, identifying individuals / families that were in difficult living conditions or belong to a risk group and introducing their accounting, the development and implementation of local programs for providing social services, ensuring interaction between social services providers and state institutions in social protection of the population, monitoring, quality assessment and advanced training of employees who provide social services.

In Ukraine, the process of reforming local self-government continues, which provides significant changes in the territorial organization of power. A tangible indicator of such transformed can be called the elimination of existing 490 districts and the creation on the basis of them 136 new areas [1]. Such an increase in government officials will contribute to reducing the distance of the community inhabitants to obtain services. Within the framework of reform, the division of the Mykolaiv region took place to such areas: Bashtanka (12 UTC), Voznesensky (13 UTC), Nikolaev (19 UTC) Pervomaisky (8 UTC). Thus, four district state administrations with the corresponding names are functioning in the region. Taking into account social protection in general in the region there are four management of the social protection of the DSA, which subordinated to the Department of Social Protection of the population in the Mykolaiv Regional State Administration and the Main Directorate of the National Social Service in the Mykolaiv region must be established in its subordination of four district departments.

At the local level, in order to ensure proper social protection of the population, in particular qualitative provision of social services in each of the united territorial communities, one must operate: 1) department (sector) of social protection of the population; 2) the Center for Administrative Services; 3) the Center for the Provision of Social Services (concluded an agreement on the provision of social services).

Currently sixteen united territorial communities of the Mykolaiv region created departments (sectors) of social protection of the population. Regarding providers of social services in communities after reform, 6 new centers for providing social services were created.

In order to study the peculiarities of providing social services and developing recommendations for the formation of social trust in communities of the Mykolaiv region, an empirical study was conducted.

Subject of research: social services and results of work with families, which were in difficult life circumstances.

Objectives of the study:

1. Explore gender features of providing social services.
2. Identify social services provided in communities.
3. Analyze categories of recipients of social services.
4. To establish the results of the work of social services providers.

Research method: Polls using questionnaires. Selection of research: Recipients of social services in the centers of social services of united territorial communities in the Mykolaiv region during 2020. In general, 758 respondents were announced, among them: men – 36 %, women – 64 % (Fig. 1). Covered by social services Children under 18 years of age: boys – 49 %, girls – 51 % (Fig. 2).



Fig. 1 covered by social services  
Persons over 18

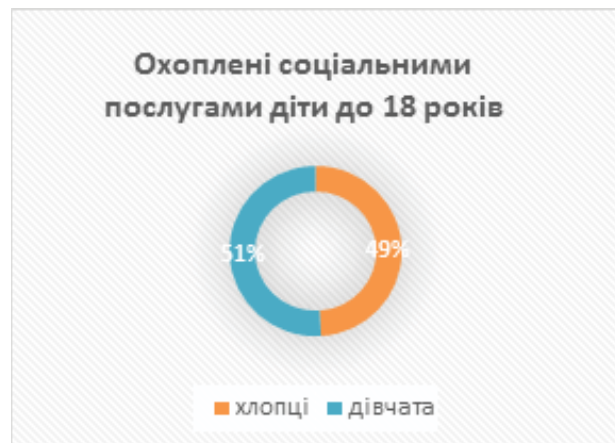


Fig. 2 covered by social services  
Children under 18

Determining social services provided in communities to the recipients were asked: «Say Please, by which of the social services you turned to the Center for Social Services in 2020»? (Fig. 3).



Fig. 3 Provision of social services in communities  
Mykolaiv region during 2020

According to the results of the survey, the following conclusions can be drawn: most of the recipients of social services had experience of receiving the service «Counseling» – 86 %. Also received services «informing» – 33 % and «social prevention» – 40 %. Average indicators of obtaining social services are «representation of interests» – 12 %, «social support» – 11 % and «social adaptation» -11 %. The least provides services: «Emergency (crisis) interference» – 2 % «Mediation (mediation)» – 2 %, «Social integration and reintegration» – 3 %.

Thus, preventive services are most provided that serve as a preliminary solution to the needs of the recipient of the social service.

Analyzing the categories of social services recipients was surveyed by respondents in order to affiliate them to a certain category of individuals / families who were in DLC (Fig. 4).

From the given data it is possible to draw the following conclusions, in most cases received social services Category «Lonely Mother (Father)» – 86 %, the category «experienced violence» – 45 %, as well as social services recipients become individuals / families that can not be possible to attribute to any of the above categories («other») – 55 %.

Such categories as: «Family in which there is a risk of social orphanage» – 37 %, «Persons from orphans, deprived of parental care,» 36 %, «have help with born babies» – 34 %, «seven» where family members have a disability» – 28 %, «affected by armed conflicts» – 28 %, «families whose members in conflict with law «- 21 % are covered by social services.

Such categories as: «Family of which affected the problem of HIV» – 12 %, «Family, where are alko / drug addicts» – 10 %, «guardians / trustees» – 19 %, «elderly person» – 10 %, «Roma nationality families» – 11 %, «foster families» – 9 %, «Children's homes of family type (CHFT)» – 6 %, «Families of patronage educators» – 2 %, «Seven Migrant workers» – 5 % to a lesser extent covered by social services.

Determining the results of the work of social services providers were respondents regarding the solution of which they addressed the centers of social services (Fig. 5).

According to the survey results we can draw conclusions: persons, families that require psychological assistance – 45 %, and social work specialists contribute to document / recovery of documents incl. The purpose of social benefits – 40 %, provide legal assistance – 28 %, provide humanitarian assistance – 28 %, help in establishing links with family members, communities – 23 %, solving (improvement) of housing conditions – 21 %.

Indirectly assisted assistance in organizing treatment – 5 %, organization of improvement – 2 %, employment – 4 %, arrangement to educational institutions – 2 %, as well as obtaining / recovering registration at the place of residence – 2 %.



Fig. 4 Categories of recipients of social services  
Mykolaiv region during 2020



Fig. 5 Results of work with families  
Mykolaiv region during 2020

Persons who were in difficult life circumstances and within 2020 completed the work at the Center for Social Services have achieved such results: «Minimized Szha» – 71 %, «overcome Szho» – 23 %, «not reached positive result» – 4 %, «work is discontinued for other reasons» – 2 % (Fig. 6).



Fig. 6 Results of work with recipients in DLC work with which completed within 2020

Thus, according to the results of the empirical study, the peculiarities of providing social services by providing social services are established in communities. Investigating the gender features of providing social services were found mainly by women's gender. Also among children under 18 were mainly received social services. Determining social services among their classification is mainly provided by the «Counseling» service. Among the categories of recipients with social services, single mothers (parents), persons / families who have experienced violence, as well as those inhabitants of which can not be attributed to any of the categories.

Results of work with persons / families that were in DLC provide psychological assistance, legal assistance, assistance in the execution of documents (receipt of payments), establishing relationships with family members (community), humanitarian assistance, resolution of housing and domestic conditions . With the recipients of social services that completed the work in 2020, minimizing difficult life circumstances was mainly achieved.

In order to form social trust in the community, standardized principles of provision of social services should be observed in order to ensure their quality, it is expedient to survey recipients of services to determine their needs, to provide access to the community inhabitants regarding the possibility of obtaining services, to improve the qualifications of social services providers.

#### Висновки

Studying a significant amount of community resource provision the most valuable inhabitants. Among them are those that independently overcome the difficulties and can freely use their rights and to perform certain responsibilities for the purpose of community development, but are those that require third-party assistance due to certain complex life circumstances. The purpose of our study was to study the organizational component of the provision of social services in the

community and the empirical research of social services and the results of their provision in order to form social confidence in the community.

According to the results of the study of organizational principles, the provision of social services was determined by the meaning of «Social Services», «Basic Social Services». Emphasized the timeliness of providing social services. The importance of the results of work with persons / families is emphasized. The classification of social services providers is provided and the ways of their involvement are emphasized. The algorithm for the development of social services in the newly created territorial community is prescribed. The emphasis on its own authority of the community on the system of development of social services is done. The powers are revealed in terms of their necessity and systematicism in order to achieve a positive result. The sources of financing and attraction of additional funds to provide social services are revealed.

Empirically investigated the provision of social services on an example of communities

It is determined that predominantly provided services of a preventive nature that serve as a preliminary solution to the needs of the recipient of the social service. In most cases, social services were received: Lonely Mother (Father) experienced violence, as well as recipients of social services become individuals / families that can not be attributed to any of the categories given. That indicates that the community's inhabitants are not always the experience of raising children that in the future leads to the category of DLC. Also, given the highest indicators of the category «Other», we can assume that communities are working on prevention and warning of DLC.

Analyzing the results of the work was revealed that persons, families who need psychological help, registration / recovery of documents incl. Appointment of social benefits, legal aid, humanitarian aid, assistance in establishing links with family members, community and resolving (improvement) of housing conditions. Such needs of the community can be met by qualitative informing, counseling and work on the prevention of emerging difficulties in the future by building a qualitative organizational model for providing social services, providing their quality, conducting constant monitoring and annual assessment that will facilitate the improvement of social services and to increase social confidence in the community.

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